RJ Reynolds
Tobacco Company

Patty Hill
Promotions Coordinator
So. Fla. Regional Operations
PHONE: (954) 735-0141
FAX: (954) 735-1957
RJR External VMAIL: (800) RJR-TALK ext. 79198
RJR Internal VMAIL: 79198

To: Promotions Coordinators
Regions: 1310, 1610, 1710, 1810, 2110, 2210, 2610, 2910, 5810, 6610

cc: Linda Forrey KAM/2344

From: Patty Hill

RE: **Eckerds DPC Program - SALEM portion**

Salem DPC for Eckerds
Promotion # 701812
1st Drive Period for Salem: Ship to Wholesale: 10/13 Ship to Retail: Wk of 11/3
2nd Drive Period for Salem: Ship to Wholesale 11/10 Ship to Retail: Wk of 12/1

Dear All:

Okay, here we go with Salem! Back in July, when we initially intended to start the Salem portion, I made some product transfers to various regions. When that program was canceled, I received some of the product back, but most regions kept their allocations. Now that we have finalized the Salem program, and determined who needs what, I will begin the product transfers process for the 1st and 2nd drive periods (please see the new schedule emailed to you with this letter regarding revised dates for Salem, as well as Doral and Winston portions). Some of you aren't participating in this promotion any longer due to wholesaler changes, however I've copied you on this for re-transfer purposes.

Attached in this same email is an excel file ("transfer.xls) that outlines what was originally allocated and transferred back in July compared to the actual requirements now for each ROU. Please review the information for your ROU, and if needed, transfer back to me (23XX) any allocations as noted on the sheet. Some of your regions are okay as is, and some will require additional product from me. I've noted that on the sheet. Once I receive back product from those regions where noted, I can do the final shifting and transferring of all Salem product for both drives. Please make any need transfers back to me ASAP due to tight time constraints.

(continued)

51845 8093

Source: https://www.industrydocuments.ucsf.edu/docs/gmmy0000

Once transfers are made, participating ROU's may order product for the 1st drive (note: this is "3 week" product). The 2nd drive period will be available to order at a later date (which I will communicate to you.)

The shipper (item #530123) for the Salem program is an "open order" item, so no allocations exist to transfer. You can just go ahead and order those through SMS for shipment to your direct account(s).

For ROU's that are still participating in this promotion, please refer to the file entitled "recapall.xls" that outlines not only Salem, but Doral and Winston for your region. If you have any questions regarding Salem or the others, please call me or Linda Forrey. Thanks for your patience and cooperation in arranging these promotions.

Sincerely,

Patty

Patty Hill/2310
VM 79198

P.S. If the excel spreadsheet indicates that your ROU has to transfer product back to me: When looking for the allocation, pls remember that it may have been pushed down to the direct account level back in July. Please move it back up to region level and transfer back to me. Thanks!

51845 8094

Source: https://www.industrydocuments.ucsf.edu/docs/gmmy0000

Eckerds DPC
Salem (#701812)

Eckerd's Salem DPC **Promotion #701812**
Drive Period 1 (in BPE)

ROU	# of Cases (ea style) sent to you in July	# of Cases (ea style) needed for promotion now		Notes		Action Required
1710	17	0		No longer participating		Please transfer all 68 cases to 23XX
2610	6	20		addition of GSC (Sulph Spr)		I will send you an additional 16 cases of ea styl
2210	8	21		You sent those cases back		I will send you the entire 21 cases of ea style
2910	4	4				Okay
5810	16	0		No longer participating		Please transfer all 64 cases back to 23XX
1610	8	9				I will send the add'l 1 cs of ea style
2110	13	0		No longer participating		Please transfer all cases back to 23XX
1310	2	18				I will send the add'l. 16 cs of each style
2310	21	20		n/a		n/a
1810	0	1				I will transfer 1 cs of ea style to you
6610	0	2				I will transfer 2 cs of ea style to you
TOTALS:	95	95				

51845 8095

Source: https://www.industrydocuments.ucsf.edu/docs/gmmy0000

Eckerds DPC
Salem (#701812)

51845 8096

Source: https://www.industrydocuments.ucsf.edu/docs/gmmy0000

Eckerds DPC
Doral (#701823)
Winston (#701887)

Product and Shipper Transfers

Carol

Order

Promotion #701823 Eckerds Doral DPC

1st Wave
To D.A.: 9/15
DTS: ~~9/29~~ 10/3

2nd Wave
To D.A.: 11/10
DTS: 11/24

Order

Promotion #701887 Eckerds Winston DPC

1st Wave
To D.A.: 9/15
DTS: ~~9/29~~ 10/3
*NOTE: Display item # changes for 2nd wave

2nd Wave
To D.A.: 10/13
DTS: 10/27

Region	Direct Account	# Cases Ea Style	#522482 Display	# Cases Ea Style	#522482 Display	# Cases ea style	#527135 Display	# Cases ea style	#529445 Display
13XX	LJ Zucca	18	540	18	540	18	540	18	540
16XX	Herkimer	9	270	9	270	9	270	9	270
18XX	Modern	1	30	1	30	1	30	1	30
22XX	Hackney Pensacola	1	30	1	30	1	30	1	30
	Hackney Canton	20	600	20	600	20	600	20	600
23XX	Hackney Tampa	20	600	20	600	20	600	20	600
26XX	Imperial (LA)	3	90	3	90	3	90	3	90
	Imperial (MS)	1	30	1	30	1	30	1	30
29XX	Atlantic Dominion	4	120	4	120	4	120	4	120
58XX	GSC (Houston)	16	480	16	480	16	480	16	480
66XX	GSC (Jeff City)	1	30	1	30	1	30	1	30
	GSC (Okl)	1	30	1	30	1	30	1	30
	Promotion Totals:	95	2850	95	2850	95	2850	95	2850

9/9/97]

Source: https://www.industrydocuments.ucsf.edu/docs/gmmy0000

51845 8098

Eckerds DPC
Doral (#701823)
Winston (#701887)

Product and Shipper Transfers

Carol

Delete

Promotion #701823 Eckerds Doral DPC

1st Wave
To D.A.: 9/15
DTS: ~~9/29~~ 10/3

2nd Wave
To D.A.: 11/10
DTS: 11/24

Delete

Promotion #701887 Eckerds Winston DPC

1st Wave
To D.A.: 9/15
DTS: ~~9/29~~ 10/3

2nd Wave
To D.A.: 10/13
DTS: 10/27

*NOTE: Display item # changes for 2nd wave

Region	Direct Account	# Cases Ea Style	#522482 Display	# Cases Ea Style	#522482 Display	# Cases ea style	#527135 Display	# Cases ea style	#529445 Display
13XX	LJ Zucca	18	540	18	540	18	540	18	540
16XX	Herkimer	9	270	9	270	9	270	9	270
18XX	Modern	1	30	1	30	1	30	1	30
22XX	Hackney Pensacola	1	30	1	30	1	30	1	30
	Hackney Canton	20	600	20	600	20	600	20	600
23XX	Hackney Tampa	20	600	20	600	20	600	20	600
26XX	Imperial (LA)	3	90	3	90	3	90	3	90
	Imperial (MS)	1	30	1	30	1	30	1	30
29XX	Atlantic Dominion	4	120	4	120	4	120	4	120
58XX	GSC (Houston)	16	480	16	480	16	480	16	480
66XX	GSC (Jeff City)	1	30	1	30	1	30	1	30
	GSC (Okl)	1	30	1	30	1	30	1	30
	Promotion Totals:	95	2850	95	2850	95	2850	95	2850

9/9/97]

Source: https://www.industrydocuments.ucsf.edu/docs/gmmy0000